

2004 - 2005

OKALOOSA COUNTY
SCHOOL BOARD MEETING

School District of Okaloosa County, Florida
Okaloosa County School Board
FORM FOR SUBMITTING AGENDA ITEM

NOV 22 2004

EXHIBIT D4-9D6 MIS 5235

Meeting Date: Nov. 22, 2004		Agenda Item Number: <u>Consent #8</u>	
TITLE: Re-engagement of Heffley and Associates to provide governmental lobbying services			
REQUESTED ACTION:		Approval	
SUMMARY EXPLANATION AND BACKGROUND:			
EXHIBITS ATTACHED:			
1. Instructional Program Impact Statement: 2. Staffing Impact Statement: 3. Financial Impact Statement: 4. 5. 6.			
PREPARED BY:		Don Gaetz	
SUPERINTENDENT'S RECOMMENDATION:			
		Approval	
BOARD ACTION:		SOURCE OF ADDITIONAL INFORMATION:	
<input type="checkbox"/> Approved <input type="checkbox"/> Disapproved <input type="checkbox"/> Other (specify)		Name: _____ Phone: _____	
(For use of official Board Records' office only)			

School Board Chairperson

Re-engagement of Heffley and Associates To provide governmental lobbying services

Presented by Superintendent Gaetz, as follows:

The Board finds that a continuation of governmental representation services in Tallahassee is in the interests of Okaloosa Schools. The Board further finds that this representation has more than paid for itself in additional revenues.

The firm of Heffley and Associates, which has represented the district for the past two years, is hereby re-engaged on the terms outlined in the attached letter.

Fiscal Note:

The School Board has already budgeted for this engagement. No additional budgetary authority is requested. The Superintendent has elected not to renew the district's membership in the Florida Association of District School Superintendents for a savings of \$14,000.00. Therefore, the net cost of Tallahassee affiliations/representations will be less in FY 2005 than in FY 2004.

Heffley & Associates

E-Mail: rich@heffleyassociates.com

420 E. Jefferson Street • Suite 106 • Tallahassee, Florida 32302 • Fax: 850-513-1201 • Phone: 850-513-1200

October 24, 2003

Mr. Don Gaetz
Superintendent of Schools
Okaloosa County Schools
120 S.E. Lowery Place
Fort Walton, Florida 32548

Dear Superintendent Gaetz:

I appreciate your interest in renewing our contract to represent the Okaloosa County Schools. We have enjoyed representing such a worthwhile organization and look forward to working together again in the coming year.

The Okaloosa County Schools will continue to retain Heffley & Associates to perform legislative and executive branch advocacy and governmental relations services on behalf of matters affecting their interest in Florida. Heffley & Associates will utilize our key contacts and vast knowledge of Florida's governmental process to ensure that the Okaloosa County Schools achieves their strategic goals.

This document will serve as our agreement. The term of our engagement is from December 1, 2004 through November 30, 2005. The Okaloosa County Schools will pay Heffley & Associates a sum of \$70,000, payable in two installments of \$35,000. The first payment of \$35,000 is due upon execution of this agreement.

Heffley & Associates shall be reimbursed for all official expenses in relationship to its work for the Okaloosa County Schools.

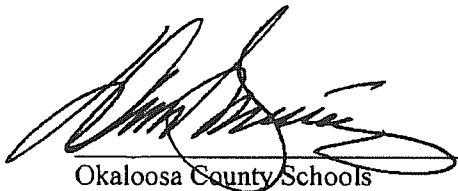
We look forward to building a continuing relationship with you and the Okaloosa County Schools. Should you find this letter agreeable, please sign below and return a copy to our office along with the first payment for services. You can be assured that all services will be performed in a competent and professional manner, in strict conformity with applicable law and with due deference to the preservation of the goodwill and reputation of the Okaloosa County Schools.

If you have any questions please do not hesitate to call me at 850.510.8383 or 850.513-1200. Again, thank you and I look forward to working for you.

Sincerely,



Rich Heffley


Okaloosa County Schools

11-22-04
Date